

NEW YORK, SUNDAY, JANUARY 25, 1903.—Copyright, 1903, by The Sun Printing and Publishing Association.

Macy's
REMOVED TO
BROADWAY
AT
SIXTH AV.
TO
34TH ST.
TO
35TH ST.

Dress Goods—A Sale—1st Fl., 34th St.

Black and Colored—newest styles of the approaching season. All of them just received. Not an old piece in the entire lot. The richest, the creamiest of early domestic productions and European importations.
The pith of the offering is:—We will sell the fabrics during this sale for less than they cost us.
Isn't that sufficient to arouse widespread active interest?

Black Dress Goods

- 40c. for 75c. All-wool Mistral Cloth, rich, perfect black, finely finished, 45 inches wide. Mistral is one of the weaves that will hold easy sway over Spring and Summer dress.
70c. for \$1.24 All-wool French Voile; one of the prettiest and daintiest of all the airy-meshed broods, 44 inches wide. Faultless spinning and dyeing.
\$1.19 for \$1.50 Broadcloth, woven of the choicest selected Australian wool, calendered to the high satin gloss finish that indicates ideal stock, 54 inches wide.

Colored Dress Goods.

- 30c. for 50c. All-wool Albatross, black, cream, light blue, pink, Nile, reseda, myrtle, rose, tan, castor, biscuit, pearl, silver, slate gray, cardinal, ruby, garnet, cadet, marine, royal and navy.
40c. for 75c. Crepe Mistral Cloth—every thread springy, wiry wool—cream, silver and slate gray, castor, biscuit, delft, royal, marine and navy blue; 45 inches wide.
70c. for \$1.24 Silk-and-wool Crepe de Chine, one of the charmingest of the French Fabrics; cream, pink, light blue, pearl and silver gray, reseda, biscuit, castor, tan, cherry, Napoleon, royal, marine and navy; 42 inches wide.

Wash Dress Goods—1st Fl., 34th St.

- 9c. for 15c. Figured Piques, dainty polka dots and stripes on white, tan and navy grounds. Just from the looms and meant to retail at 15c. a yard.
18c. for 25c. Belfast Repps, Two-toned Etamines and Bengalines. A complete range of colorings, nearly all of them flecked with delicate dashes of white, many neat mixed effects.
22c. for 40c. Silk-dotted Mulls, soft-tinted silk dots embroidered on white, cream, light blue, pink, Nile, gray, marine, navy, tan, gobein, canary, cardinal and black.
24c. for 50c. Silk-and-cotton Weaves—twenty-seven thousand yards in the collection, including Lace-striped Mousseline de Soie, Picot Satin Raye, Silk-embroidered Albatross, Paillette de Soie and Dentelle Ondule de Soie—black, white, cream, light blue, pink, rose, cardinal, heliotrope, Nile, straw, biscuit, canary, gray and marine. Every yard fresh and perfect; matchless values at 24c.

Silks—Record Values. 1st Fl., 34th St.

- 20c. for 45c. Corded Japanese Wash Silks, new styles just released from the custom house—scores of bright color combinations—also solid white and black.
40c. for \$1.00 Printed Foulards and Printed Liberty Satins, all the best designs and colorings, including the popular polka dots in navy-and-white and black-and-white.
50c. for 75c. Black-and-white Checked, Taffeta Silks. They make smart shirt-waist suits. No other pattern is prettier and neater for that purpose.
30c. for 85c. Black Moire Velour, extra heavy and firm weave—rippling water marks, strong and perfect, 20 inches wide.
40c. for \$1.00 Black Moire Velour, ideal for waists, skirts and long coats. This is the grade that usually sells at \$1.00; 27 inches wide.
60c. for 90c. Black Taffeta Silk; it is heavy, lustrous, and will prove durable in wear. The guarantee woven in selvedge may be wholly relied upon.

Muslin Underwear Sale. 2d Fl., 34th St.

Tomorrow the snowy heaps will be as huge as the first day of the sale. And all who came in response to the initial announcement remember how monumental they were. The demand has been tremendous. For that very reason our supply has been gauged on the most lavish line.
This perfect organization than ours couldn't compass the vast enterprise that sustains the Macy Sale of Muslin Underwear. It is practically perennial—continuous. We give it largest and broadest advertising in January and August—but the movement is vital all the year round. These printed quotations are effective symbols of values that you and we thoroughly understand.

- Night Gowns, cambric, square neck, trimmed with embroidery and lawn ruffle, 30c.
Night Gowns, cambric, high neck, trimmed with hemstitched tucks, embroidery insertings and hemstitched ruffle, 36c.
Night Gowns, muslin, square neck, trimmed with hemstitched tucks, two rows of embroidery insertings and hemstitched ruffle, 45c.
Night Gowns, cambric, square neck back and front, trimmed with hemstitched tucks and hemstitched ruffle, 58c.
Night Gowns, cambric, square neck, trimmed with six rows of fine embroidery insertings and hemstitched ruffle, 59c.
Night Gowns, muslin, round yoke, trimmed with tucks, four rows of embroidery insertings and embroidery ruffle, 66c.
Night Gowns, cambric, pointed yoke, trimmed with four rows of lace insertings, tucks and lace ruffle, 69c.
Night Gowns, cambric, V-shaped neck, trimmed with tucks, six rows of embroidery insertings and embroidery ruffle, 79c.
Night Gowns, muslin, square neck, trimmed with three rows of wide and six of narrow insertings and embroidery ruffle, 99c.
Night Gowns, V-shaped neck, trimmed with hemstitched tucks, six rows of embroidery insertings and embroidery ruffle, 99c.

- Chemises, muslin, corded band, 29c.
Chemises, muslin, round neck, trimmed with embroidery insertings and hemstitched ruffle, 38c.
Chemises, cambric, round neck, tucked yoke, trimmed with beading, ribbon and lace ruffle, 38c.
Corset Covers, cambric, V-shaped neck, trimmed with tucks, beading and embroidery edging, 24c.

- Corset Covers, cambric, low neck, trimmed with four rows of lace insertings and lace ruffle, 24c.

- Corset Covers, nainsook, low neck, French style, trimmed with Valenciennes lace insertings, beading, ribbon and lace ruffle, 29c.

- Corset Covers, cambric, low neck, French style, trimmed with tucks, four rows of embroidery insertings and embroidery ruffle, 39c.

- Drawers, muslin, trimmed with hemstitched cambric ruffle, 19c.

- Drawers, muslin, trimmed with tucks and embroidery ruffle, 29c.

- Drawers, cambric, trimmed with two rows of cluster tucks and embroidery ruffle, 30c.

- Drawers, muslin, trimmed with tucked ruffle and edging, extra large sizes, 30c.

- Walking Skirts, muslin, umbrella-shaped ruffle, finished with dust ruffle, 39c.

- Walking Skirts, muslin, lawn ruffle, trimmed with embroidery ruffle, 49c.

- Walking Skirts, muslin, umbrella-shaped ruffle, trimmed with tucks and lace edging, finished with dust ruffle, 59c.

- Walking Skirts, muslin, umbrella-shaped ruffle, trimmed with tucks, lace insertings and lace edging, finished with dust ruffle, 69c.

- Walking Skirts, muslin, umbrella-shaped ruffle, trimmed with eighteen rows of tucks and lace ruffle, finished with dust ruffle, 79c.

- Walking Skirts, cambric, umbrella-shaped ruffle, trimmed with tucks, two rows of Point de Paris lace insertings, narrow ruffle and wide lace edging finished with dust ruffle, 99c.

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's
Broadway, 34th to 35th St.

The business is even with our expectations. Of course, that means growth. But accomplishment doesn't stifle effort—not at Macy's. To-day's volume of sales must surpass yesterday's. There's no rest, if success is to be wrested. Your grand responses to our offerings are inspirations. We must be worthy of such universal confidence. No use pointing back to what has been done. Our interest and yours center in the present. The beauties and benefits of our new store are broadening daily. We are offering values and endeavoring to perfect a service that approach nearer to ideal retailing than has heretofore been attained. Here's the latest news:

Our Most Extraordinary Values Are Frequently the Ones Not Advertised. Why? Because if We Did Advertise Them Mail Order Customers Would Be Disappointed, as Usually There Are Just Quantities Enough to Last One Day. Daily Visitors to the Store Know the Character of These Offerings.

Furs Less Than Half.

These wonderful furs—rich, lustrous and elegant—seem all the more genial because they may be secured at a fraction of their real value. Frugal women will wear them with felicitous satisfaction. They'll know the delightful experience of buying exactly what they want, enjoying the ownership of ideal furs on the liberal basis of less than half prices. This week should close the chance.

- \$54.74 for \$110.00 Natural Fox Set, round muff, bon finished with brush.
\$149.74 for \$375.00 Natural Russian Sable Set, round muff, cluster scarf.
\$124.74 for \$300.00 Natural Hudson Bay Sable Set, flat muff, long scarf with paws and tails.
\$197.49 for \$450.00 Natural Hudson Bay Sable Set, cushion muffs, long scarf with head and tails.
\$196.74 for \$450.00 Natural Russian Sable Set, four-skin cushion muff and scarf.
\$349.74 for \$800.00 Natural Russian Sable Set, cushion muffs and long scarf.

Muffs.

- \$5.98 for \$12.50 Round Alaska Sable Muffs.
\$10.74 for \$27.50 Round Natural Fisher Muffs.
\$10.74 for \$25.00 Broadtail Muff, small block, down bed.
\$10.74 for \$25.00 Alaska Seal Muffs, small block.
\$54.74 for \$90.00 Natural Russian Sable Muff.

Suits and Skirts. 2d Fl., 34th St.

The suit section is emerging from the winter season. The transition is noticeable. Winsome Spring styles are crowding to the fore. Pretty garments that show what fashion-makers have been doing during recent months.

Tailor-made Outing Suits, men's mixtures, Norfolk coat, notched collar, stitched cuffs, gored skirt and inverted flare plaits, \$13.74.

Tailor-made Suits, black and blue ladies' cloth, blouse effect with plaits, double cape trimmed with braid and stitched yoke de soie, fancy sleeves, yoke skirt, trimmed with braid, \$23.86.

Collared Blouse Suits, ladies' cloth, finished with plaits, trimmed with stitched yoke de soie and braid ornaments, lined with taffeta, fancy sleeves, nine-gored skirt, with wide tucks, made over taffeta drop, \$29.74.

Tailor-made Dress Skirts, of black ladies' cloth, gored flounce over percale drop, finished with silk ruffle, \$7.98.

Dress Skirts, made of beau de soie, seven-gored flounce, finished with box plaits and embroidered rings, \$13.96.

Dress Skirts, made of black canvas, nine-gored flounce, trimmed with taffeta straps, over taffeta drop, \$14.74.

Dress Skirts, made of black and blue ladies' cloth, panel front, yoke effect at sides, trimmed with rows of stitchings and satin pipings, over taffeta drop, \$21.74.

Linings.—1st Fl., 34th St.

- Ami Silk, fancy and staple colors, sold by all others at 30c. a yard; our price, 26c.
Anderson's Percalines, black and all colors, sold by others at 25c. a yard; our price, 22c.

China—A Sale of Dinner Sets.—Basement.

Are you alert to extraordinary opportunities to save money on China? That's the question we put to you, Madam Housewife. If the necessity, the habit or the principle of frugality influences your purchasing, there is no doubt where you will buy the Dinner Set.

This is a large sale—broadly and wisely organized. The goods involved are the very best of their class. The prices are only possible at Macy's.

Porcelain Dinner Sets, 102 pieces, underglaze decorations, advertised elsewhere at \$7.50; our price, \$5.87.

Porcelain Dinner Sets, 102 pieces, tinted spray decorations, advertised elsewhere at \$9.00; our price, \$7.47.

Porcelain Dinner Sets, 102 pieces, floral and gilt decorations, advertised elsewhere at \$12.00; our price, \$9.87.

English Blue Willow Dinner Sets, 118 pieces, pretty decorations, advertised elsewhere at \$17.50; our price, \$14.87.

Austrian China Dinner Sets, 100 pieces, daintily decorated, gilt handles, advertised elsewhere at \$17.00; our price, \$14.87.

Minton Decorated Dinner Sets, 118 pieces, newest shapes and designs, advertised elsewhere at \$21.50; our price, \$17.87.

Limoges China Dinner Sets, 101 pieces, beautiful flower decorations, advertised elsewhere at \$20.00; our price, \$17.49.

Theo. Haviland's Dinner Sets, 100 pieces, exquisite floral decorations, gilt handles, advertised elsewhere at \$22.50; our price, \$19.87.

Theo. Haviland's Dinner Sets, 112 pieces, charming decorations, gilt on every piece, advertised elsewhere at \$30.00; our price, \$24.87.

Finer Sets, relatively cheap, ranging up to One Thousand Dollars.

Ten Thousand of the Best \$1.00 Shirts That Are Made Will Be Sold at 49c.—1st Fl., 34th St.

Did you read our advertisement last Friday? We told of \$1.00 shirts at 49c. At the time we did not think better shirt value would develop. But that belief was shattered next day, when we were approached by one of the leading shirt makers in America, whose stock rooms contained an unsold balance of ten thousand shirts. Examination and comparison proved that they were fully twenty per cent. better in material and workmanship than the ones we were selling at 49c. Of course we bought the entire lot—and will sell them at 49c.

We know this offer represents the limit of shirt value. Nothing short of a trade miracle can yield better. It is your chance—a safe and great chance to buy shirts at half price.

Made of best percales, figures and stripes on white and tinted grounds—strong, clear, dependable colors, that are not affected by the most reckless laundering. Bright, fresh patterns, all. Each shirt has one pair of detached cuffs; sizes range from 14 to 17.

We are ready for Spring business in our Custom Shirt department. Shirts, made of Scotch Madras or French Percale, \$2.34. Shirts, made of David and John Anderson's Madras, \$2.94. Shirts, made of the best French Madras, fine as linen, \$4.94. This shirt is sold by the exclusive hatterdshers at \$7.50 to \$9.00.

\$7.50 J. B. Corsets at \$2.99.—2d Fl., 34th St.

Here's a wonderful Corset bargain—

J. B. Bias-gored Straight-front Corsets, made of Brocaded Silk Batiste—various designs and combinations on light and dark grounds, top and bottom trimmed with Valenciennes lace, real whalebone, two side steels, front clasp, four hoops, medium waist and bust, two small gores, sizes 18 to 24. Sold regularly at \$7.50; our price \$2.99.

75c. Tapestry Brussels at 57c.—3d Fl.

Tapestry Brussels Carpets, including ten-wire weaves—designs and colorings appropriate for parlors, chambers, libraries, dining rooms, halls and stairs, with and without borders, sold by others at 75c.; our price, 57c.

\$1.10 Wool Velvet Carpets at 69c.

Best All-wool Velvet Carpets—newest and most artistic patterns—suitable for all kinds of rooms, halls and stairs, with and without borders, sold by others at \$1.10; our price, 69c.

Theo. Haviland's Decorated China at the Prices of Ordinary Plain Ware.

Dinner and Tea China. Theo. Haviland's. They have been reduced to about half. That's because the several lines are more or less broken in assortment. Who needing China would dream of permitting this chance to pass without profiting by it?

Floral Decorations.

- Dinner Plates, 19c.
Breakfast Plates, 17c.
Tea Plates, 15c.
Covered Dishes, 97c.
Cups and Saucers, 23c.
Various Dishes, 69c.

Every Piece Gilt.

- Dinner Plates, 23c.
Breakfast Plates, 19c.
Tea Plates, 17c.
Covered Dishes, \$1.23.
Cups and Saucers, 23c.
Various Dishes, 87c.

Some Furniture That Will Be Closed

These lots are to be eliminated from the stock immediately. Why? The trade reasons that justify our plan are logical, but dry and trite. Hence, omitted here. The facts concerning goods involved and price-revisions are interesting:

Thirty-six Sideboards, six patterns, all made of highly polished solid oak, straight and swell fronts, single and double cabinets, silver and linen drawers, large beveled mirrors.

- \$16.50 kind at \$13.49.
\$20.00 kind at \$16.99.
\$22.50 kind at \$17.24.
\$25.00 kind at \$19.49.
\$27.50 kind at \$19.99.

Seventy-five Chiffoniers, six patterns, all made of solid oak, 36 to 42 inches wide, straight and swell fronts, five drawers.

- \$5.00 kind at \$3.96.
\$6.00 kind at \$4.57.
\$7.50 kind at \$5.99.
\$9.00 kind at \$6.96.

Twenty-four Office Tables, four patterns, solid oak, 30 to 36 inches wide, with and without drawers.

- \$5.00 kind at \$3.96.
\$7.50 kind at \$5.62.
\$9.50 kind at \$7.49.

One hundred Morris Chairs, two patterns, solid oak, full high arms, reversible cushions, covered with velour in several colors.

- \$6.00 kind at \$3.96.
\$8.00 kind at \$5.69.

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SELL NO CREDIT.
NO DISC'TS

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35TH ST.

A Helpful Sale of Upholsteries—3d Floor.

This sale is helpful in the truest sense. It gives you opportunity to secure reliable qualities and desirable styles of the very goods that may be needed at less than our own regular matchless prices. Don't assume that the items quoted represent the limit of the offerings. That would be a mistake. The scope of this movement is far too broad to be recited in available newspaper space. These values are merely suggestive—simply pointers.

Silk Volga Damask, 50 inches wide, the newest designs in six rich colors, sold by others at \$4.75 a yard; our price \$3.48.

Mercerized Tapestry, four beautiful colors, appropriate for covering furniture, sold by others at \$2.25 a yard; our price, \$1.49.

A manufacturer's clean-up of Silk Drapery Damask, 50 in. wide, lengths of three to twenty-five yards.

- \$3.00 quality at \$1.98.
\$3.25 quality at \$2.19.
\$3.75 quality at \$2.49.

Imported Taffeta Cretonnes, 80 inches wide, all the handomest patterns and color combinations, sold by others at \$1.50 a yard; our price, 89c.

Repp Portieres, finished with exquisite Gobelin borders, four choice colors to choose from, sold by others at \$6.50 a pair; our price \$4.98.

Decorative Rope Portieres, for single and double doors, extra heavy cords—

- \$5.00 quality at \$4.24.
\$6.00 quality at \$4.74.

Imported Tapestry Panels, 14x22 inches, sold by others at \$1.50; our price 98c.

Roman-striped Tapestry Couch Covers, 50 inches wide, fringed all around; sold by others at \$3.00; our price, \$1.74.

Japanese Silk Lambrequins, decorated with tinsel embroidery artistically applied, very heavy quality, sold by others at \$6.00; our price \$3.98.

Reversible Armure Tapestry Table Covers, Oriental designs.

- \$2.25 kind at \$1.49. 1 1/2 x 1 1/2 yards. \$3.00 kind at \$2.24.
\$3.50 kind at \$2.49. 2 x 2 yards. \$4.25 kind at \$2.98.
\$4.50 kind at \$3.24. 2 x 2 1/2 yards. \$5.25 kind at \$3.98.

Rare Values in Lace Curtains—3d Floor.

Three Thousand Pair Ruffled Muslin Curtains, plain and striped effects, full length and width.

- 65c. quality at 38c.
\$1.00 quality at 69c.
\$1.25 quality at 98c.
\$1.75 quality at \$1.39.

Ruffled Bobbinet Lace Curtains, Arabian color, eight styles, with wide lace edging and inserting, sold by \$1.69 others at \$2.75 a pair; our price.

The Rug Sale.—3d Floor.

The Rugs are beautiful—ideal for scattering over hardwood floors; equally desirable for strewn a-top carpets.

Carabagh and Gueje Rugs; bold, strong colorings and effective Turkish designs, they lie straight and flat, sizes average about 11x15 feet, sold by others at \$12.00 to \$14.50; our prices:

- \$7.98, \$8.98 and \$9.94.

Kazaks, Mossouls, Irans, Sumacs, Shirvans and others, including many antique pieces in unique patterns and colorings, the sizes average 4x7 feet, 2x4 by others at \$20.00 to \$25.00; our price:

- \$13.49 and \$14.94.

Heavy Kazaks, Mossouls, Shirvans, Cabistans and several other lines especially chosen on account of their rich colorings and fine texture, sold by others at \$25.00 to \$35.00; our price:

- \$19.94 and \$23.98.

Isphahans, Sennas, Tebriz, Saraks, Daghestans, Kermanshahs and other antique beauties. Every one is a masterpiece. Color tones softened as they can only be softened by age. Many in this collection will cost you up to \$150.00 elsewhere; our prices are:

- \$29.98 to \$74.98.

Forty Khiva, Bokhara and Cashmere Rugs, sizes average 7 1/2 x 10 feet, just the size and styles for reception halls and small rooms—wonderfully fine, mellow color combinations.

- \$49.98, \$59.98 and \$64.98.

Body Brussels Rugs.

The designs and colors are exact copies of costly Orientals, 9x12 feet, sold by others at \$20.00; our price, \$16.98.

Smyrna Rugs.

Best All-wool Reversible Smyrna Rugs, Oriental designs and colorings, size 9x12 feet, reduced for this sale from \$27.79 to \$22.69.

- \$5.00 kind at \$3.96.
\$6.50 kind at \$4.96.
\$7.50 kind at \$5.67.
\$9.00 kind at \$6.96.
\$11.50 kind at \$8.96.

Thirty-five Bookcases, five patterns all made of highly-polished solid oak, 28 to 36 inches wide.

- \$6.00 kind at \$4.67.
\$8.00 kind at \$6.96.
\$9.00 kind at \$7.74.
\$9.75 kind at \$7.96.

One hundred Desk Chairs, four patterns, highly-polished oak and mahogany finish, high backs, solid wood seats.

- \$2.50 kind at \$1.99.
\$3.50 kind at \$2.67.
\$4.00 kind at \$2.96.

One hundred Morris Chairs, two patterns, solid oak, full high arms, reversible cushions, covered with velour in several colors.

- \$6.00 kind at \$3.96.
\$8.00 kind at \$5.69.

Good Groceries—3d Fl.

Same Old Combination:

Purest Qualities, Lowest Prices, Complete Variety.

A Great Sale of National Biscuit Co.'s Crackers.

"In-er-Seal" Cartons.

Saline, Butter Thin, Graham, Five o'Clock Tea and Social Tea, 8c.

dozen cartons, 84c.; single carton 8c.

Genesta Coffee, regular price 24c. a pound; for this sale, 19c.

Edenton Brand Tomatoes, solid, red ripe, guaranteed full weight, large cans, case of two dozen, \$1.79; can, 8c.

Bridal Veil Flour, barrel, \$4.74; half-barrel, \$2.67; 24 1/2 lb. sack, 61c.

Lily White Flour, barrel, \$4.09; half-barrel, \$2.34; 24 1/2 lb. sack, 51c.

Lily White Self-Raising Flour and Buckwheat, three-pound package, 12c.

Flavoring Extracts, made in our own laboratory:—

Vanilla, 2 oz., 12c.; 4 oz., 23c.; 8 oz., 43c.; 16 oz., 82c.

Lemon, 2 oz., 11c.; 4 oz., 21c.; 8 oz., 41c.; 16 oz., 72c.

Leon Marceau & Cie. Olive Oil, our own direct importation:—

5 oz. bottle, 21c.; dozen, \$2.28.